What is claimed is:

1. (Currently amended) A rod-shaped massaging appliance with an essentially cylindrical end piece, with a wall or shell made of a rubber-elastic material forming an outer surface of the end piece and with a drive unit for generating movement on the end piece, wherein the drive unit forms a plurality of bearing and support surfaces, against which the shell bears, and

that the drive unit is designed for an oscillating deformation of the shell relative to a longitudinal axis of the end piece radially outward and inward, so that this deformation takes place along the longitudinal axis of the end piece and~~/or~~ in the peripheral direction of the end piece~~, preferably phase-delayed~~.

2. (Previously presented) The massaging appliance according to claim 1, wherein the bearing or support surfaces for the shell are formed by a plurality of support elements, which can be driven by at least one drive element for a radial stroke motion.

3. (Previously presented) The massaging appliance according to claim 2, wherein the support elements are jaws.

4. (Previously presented) The massaging appliance according to claim 2, wherein several support elements are arranged respectively in a common plane perpendicular to the longitudinal extension of the end piece and form one group of support elements, and that a plurality of such groups is provided successively in the longitudinal direction of the end piece.

5. (Previously presented) The massaging appliance according to claim 1, whereby for moving the support surfaces and/or the support elements forming said support surfaces, at least one shaft forming at least one eccentric section is provided, which said shaft works together with the support elements and can be driven by a drive unit.

6. (Previously presented) The massaging appliance according to claim 5, wherein the at least one eccentric section extends parallel or approximately parallel to the axis of the shaft at least over a partial length of the at least one shaft.

7. (Previously presented) The massaging appliance according to claim 5, wherein the at least one eccentric section extends diagonally to the axis of the shaft at least over a partial length of the at least one shaft.

8. (Previously presented) The massaging appliance according to claim 5, wherein the at least one eccentric section is twisted along the axis of the at least one shaft ~~(6)~~ so that it extends on a helical line on the axis of the shaft.

9. (Previously presented) The massaging appliance according to claim 5, wherein the at least one eccentric section is formed by one edge of the at least one shaft ~~(6)~~.

10. (Previously presented) The massaging appliance according to claim 5, wherein the eccentric section is formed by the fact that the at least one shaft has, at least on its shaft section working together with the support elements, a non-circular cross section, a polygonal or an essentially polygonal cross section, triangular or rectangular.

11. (Previously presented) The massaging appliance according to claim 1, wherein a single shaft working together with the support elements.

12. (Previously presented) The massaging appliance according to claim 1, further comprising a plurality of shafts working together with the support elements.

13. (Previously presented) The massaging appliance according to claim 1, wherein the eccentric section of the at least one shaft working together with the support elements features a plurality of eccentric surfaces or areas.

14. (Previously presented) The massaging appliance according to claim 13, wherein the number of eccentric areas or surfaces is equal to the number of support elements in each group of such elements.

15. (Previously presented) The massaging appliance according to claim 13, wherein the number of eccentric areas or surfaces is different from the number of support elements in each group of such elements.

16. (Previously presented) The massaging appliance according to claim 1, wherein the inner bearing and support surfaces for the shell are formed by eccentric sections of shafts that are oriented with their longitudinal extension in the direction of the longitudinal axis (GL) of the end piece and can be driven by a drive unit.

17. (Previously presented) The massaging appliance according to claim 16, wherein the at least one eccentric section of the respective shaft extends parallel or approximately parallel to the axis of the shaft at least over a partial length of the shaft.

18. (Previously presented) The massaging appliance according to claim 16, wherein the at least one eccentric section of the respective shaft extends diagonally to the axis of the shaft at least over a partial length of the shaft.

19. (Previously presented) The massaging appliance according to claim 16, wherein the at least one eccentric section of the respective shaft is twisted at least on a partial length along the axis of the shaft so that it extends on a helical line on the axis of the shaft.

20. (Previously presented) The massaging appliance according to claim 16, wherein the at least one eccentric section is formed by one edge of the respective shaft.

21. (Previously presented) The massaging appliance according to claim 16, wherein the eccentric section is formed by the fact that the respective shaft has a non-circular cross section, a polygonal or an essentially polygonal cross section, triangular or rectangular.

22. (Previously presented) The massaging appliance according to claim 1, wherein at least two eccentric areas or surfaces offset on the axis of the shaft are formed on the eccentric section.

23. (Previously presented) The massaging appliance according to claim 1, wherein at least one support element is provided for several shafts, each featuring one eccentric section.

24. (New) The massaging appliance according to claim 1, wherein said deformation is phase delayed.

25. (New) A rod-shaped massaging appliance with an essentially cylindrical end piece, with a wall or shell made of a rubber-elastic material forming an outer surface of the end piece and with a drive unit for generating movement on the end piece, wherein the drive unit forms a plurality of bearing and support surfaces, against which the shell bears, and
that the drive unit is designed for an oscillating deformation of the shell relative to a longitudinal axis of the end piece radially outward and inward, so that this deformation takes place along the longitudinal axis of the end piece or in the peripheral direction of the end piece, wherein for moving the bearing and support surfaces at least one shaft forming at least one eccentric section is provided.

26. (New) The massaging appliance according to claim 25, wherein the bearing or support surfaces for the shell are formed by a plurality of support elements, which can be driven by at least one drive element for a radial stroke motion.

27. (New) The massaging appliance according to claim 26, wherein the support elements are jaws.

28. (New) The massaging appliance according to claim 26, wherein several support elements are arranged respectively in a common plane perpendicular to the longitudinal extension of the end piece and form one group of support elements, and that a plurality of such groups is provided successively in the longitudinal direction of the end piece.

29. (New) The massaging appliance according to claim 25, wherein the at least one eccentric section extends parallel or approximately parallel to the axis of the shaft at least over a partial length of the at least one shaft.

30. (New) The massaging appliance according to claim 25, wherein the at least one eccentric section extends diagonally to the axis of the shaft at least over a partial length of the at least one shaft.

31. (New) The massaging appliance according to claim 25, wherein the at least one eccentric section is twisted along the axis of the at least one shaft so that it extends on a helical line on the axis of the shaft.

32. (New) The massaging appliance according to claim 25, wherein the at least one eccentric section is formed by one edge of the at least one shaft.

33. (New) The massaging appliance according to claim 25, wherein the eccentric section is formed by the fact that the at least one shaft has, at least on its shaft section working together with the support elements, a non-circular cross section, a polygonal or an essentially polygonal cross section, triangular or rectangular.

34. (New) The massaging appliance according to claim 25, wherein a single shaft working together with the support elements.

35. (New) The massaging appliance according to claim 25, further comprising a plurality of shafts working together with the support elements.

36. (New) The massaging appliance according to claim 25, wherein the eccentric section of the at least one shaft working together with the support elements features a plurality of eccentric surfaces or areas.

37. (New) The massaging appliance according to claim 36, wherein the number of eccentric areas or surfaces is equal to the number of support elements in each group of such elements.

38. (New) The massaging appliance according to claim 36, wherein the number of eccentric areas or surfaces is different from the number of support elements in each group of such elements.

39. (New) The massaging appliance according to claim 25, wherein the inner bearing and support surfaces for the shell are formed by eccentric sections of shafts that are oriented with their longitudinal extension in the direction of the longitudinal axis (GL) of the end piece and can be driven by a drive unit.

40. (New) The massaging appliance according to claim 39, wherein the at least one eccentric section of the respective shaft extends parallel or approximately parallel to the axis of the shaft at least over a partial length of the shaft.

41. (New) The massaging appliance according to claim 39, wherein the at least one eccentric section of the respective shaft extends diagonally to the axis of the shaft at least over a partial length of the shaft.

42. (New) The massaging appliance according to claim 39, wherein the at least one eccentric section of the respective shaft is twisted at least on a partial length along the axis of the shaft so that it extends on a helical line on the axis of the shaft.

43. (New) The massaging appliance according to claim 39, wherein the at least one eccentric section is formed by one edge of the respective shaft.

44. (New) The massaging appliance according to claim 39, wherein the eccentric section is formed by the fact that the respective shaft has a non-circular cross section, a polygonal or an essentially polygonal cross section, triangular or rectangular.

45. (New) The massaging appliance according to claim 25, wherein at least two eccentric areas or surfaces offset on the axis of the shaft are formed on the eccentric section.

46. (New) The massaging appliance according to claim 25, wherein at least one support element is provided for several shafts, each featuring one eccentric section.

47. (New) The massaging appliance according to claim 25, wherein said deformation is phase delayed.